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UNITED STATES DEPARTMENT OF AGRICULTURE
Bureau of Agricultural Economics
Washington

F.S.
CF-5

April 7, 1925.

FOREIGN NEWS ON CITRUS FRUIT

MARKETING CITRUS FRUIT IN SCANDINAVIA

Stockholm

Imports of oranges into Sweden during 1924 were equivalent to 231,000 boxes of 76 pounds, against 246,000 boxes in 1923. Fruit from Italy, Spain and the United States shares the market. While American oranges enjoy the best reputation for quality, the Messina product enjoys a more popular sale than either American or Spanish oranges because of its relatively good quality and low price. Stockholm agents usually buy Italian oranges on firm order, there being little or no attention given to sales by auction.

During the winter months a brand of Florida oranges noted for its quality is found in Stockholm and other north European cities. This brand always meets a demand among the exclusive trade. With freight from Mediterranean ports to Stockholm at about 85 cents per box and only 35 cents to Liverpool or Hamburg, it is easier for American oranges to compete in Scandinavia than in the countries to the South. Even so, it is evident that American oranges must meet very severe competition from southern Europe, except possibly during the summer when California oranges might be taken in limited quantities. Prices in mid-January, when competition is keenest, were almost 15 cents each, retail, for 175's.

Very few grapefruit are used in Stockholm and all those consumed are ordered from London in small lots. The trade is confined almost exclusively to the hotels and restaurants, where, it is said, the fruit is eaten practically only by the American and British guests. The small quantities appearing in the leading fruit shops carry high prices, 64 size frequently selling at about 30 cents each. Citrus prices in Stockholm are undoubtedly too high to encourage widespread consumption. All fruit is held at high levels in the retail shops, extra fancy Winesaps, for instance, bringing about 18 cents per pound.

Copenhagen

Oranges from Sicily command the greatest demand in Copenhagen and readily bring a premium over Spanish fruit. It is apparently easier, however, to secure Spanish oranges on consignment, as they are very much in evidence and are sold in quantity over the auctions. Prices are similar to those ruling in other western European markets, so that American oranges are practically shut out except for specialties and in the summer when California Valencias find a market there.

The demand for grapefruit is very limited, although it may be seen in many retail fruit stores. It is ordered from London at the rate of a few dozen cases weekly.

Other Scandinavian Cities

A preference for Italian oranges is also to be noted in all the other Scandinavian cities. Importations of Spanish fruit have been relatively small. The result has been a very slow development of the auction system of marketing, most of the oranges being imported directly by the dealers as so-called "Colonial" produce. The same factors which practically exclude American citrus fruit from Copenhagen and Stockholm during most of the year operate in Gothenburg, Oslo (Christiania) and Bergen.

Edwin Smith,
Specialist in Foreign Marketing.

THE HISTORY OF THE
CITY OF NEW YORK
FROM 1624 TO 1898

BY
JOHN EDGAR HOOVER

NEW YORK: THE NEW YORK PUBLIC LIBRARY, ASTOR LENOX AND TILDEN FOUNDATIONS, 1898.

The history of the city of New York is a story of growth and development. It begins with the first Dutch settlement in 1624, and continues through the years of Dutch, British, and American rule. The city has grown from a small village to a great metropolis, and its history is a testament to the resilience and spirit of its people. The city has been a center of commerce, culture, and industry, and its influence has spread throughout the world. The history of the city is a story of triumph and adversity, and it is a story that continues to this day.

The city of New York has a rich and varied history. It has been a center of commerce and industry, and it has been a center of culture and education. The city has been a place of great achievement and great struggle, and it has been a place where the dreams of many people have come true. The history of the city is a story of the human spirit, and it is a story that inspires us to this day.

The city of New York is a place of great beauty and great interest. It is a place where the past and the present meet, and it is a place where the future is being shaped. The history of the city is a story of the human spirit, and it is a story that inspires us to this day.